

2021 Impact Report

Annual Summary of CHI Initiatives to Make Healthcare More Equitable





Who We Are

The Center for Healthcare Innovation (CHI) is an independent, non-profit research and educational institute dedicated to making healthcare more equitable for all patients.

Our Vision

To be the leading global platform for meaningful change in health equity.

Our Mission

To bring together experts and ideas from all over the world to improve healthcare for everyone, regardless of socioeconomic status, gender, race, ethnicity, or other social determinants.

Our Value Proposition

Embracing new perspectives to make healthcare more equitable.

"An outstanding cross-sectional representation of healthcare experts provided the basis for a stimulating discussion on the meaning of patient-centricity and healthcare value from diverse perspectives." - Dr. Greg Gilmet, MD, MPH, Vice President Medical & Scientific Affairs, Upsher-Smith Laboratories

Our Values

- Welcoming - We bring together diverse viewpoints and invite all to participate
- Committed - We see our work through
- Imaginative - The possibilities for the next solution are endless
- Forward-thinking - We're already thinking about what's next

Our Objectives

- Advocate for vulnerable, at-risk, and underserved patients.
- Convene influential leaders, thinkers, and doers to develop collaborative relationships to make healthcare equitable for all patients.
- Increase the understanding of the definition, framework, and metrics of health equity.
- Produce primary, impactful research focused specifically on the latest trends, challenges, and opportunities of health equity.
- Analyze, identify, and disseminate best practices for reducing healthcare disparities for underserved patient groups.
- Develop ideas for policymakers to eliminate obstacles to care and reduce health disparities.



What Makes CHI Unique

- We focus on research and education that aims to optimize healthcare as a core human value
- We are a 501(c)(3) non-profit, charitable organization dedicated to making healthcare more equitable for all patients
- We are rigorously objective, unbiased, and non-partisan
- We are an independent, neutral institute, not associated with or captive of industry, academia, government, or other institutions
- We approach our research, solutions, and education through a multi-perspective lens, including the patient, provider, pharma, pharmacy, payer, and policymaker perspectives
- We aim to bring in new perspectives into healthcare - including consumerism, technology, artificial intelligence
- We are a global organization, and we view U.S. healthcare through a global lens
- We are an interdisciplinary group of innovative healthcare leaders, physicians, executives, entrepreneurs, authors, academics, and innovators
- We operate for the benefit of other healthcare groups - including patients, providers, pharma, pharmacy, payers, and policymakers - and we incorporate each unique perspective into our research

"The Healthcare Executive Roundtable on Patient-Centric Healthcare Value was excellent. The quality of the program and the expertise of the other executives added extreme value to the experience. It was an excellent use of my time." - Matt Portch, Team Lead Commercial Effectiveness, Pfizer

Frequently Asked Questions

What is CHI?

We are a healthcare research and educational institute.

What type of organization is CHI?

We are an independent, objective 501(c)(3) non-profit.

What does CHI hope to accomplish?

We hope to improve healthcare for everyone, regardless of socioeconomic status, gender, race, ethnicity, or other social determinants.

What activities does CHI do to achieve these goals?

We advocate, research, educate, communicate, train, convene, and report on healthcare equity.

How does CHI make the world a healthier place?

Our research and education focus on improving healthcare equity, eliminating and reducing healthcare disparities, and increasing access for all patient groups.

How is CHI funded?

CHI is funded through a combination of grants from philanthropic foundations, program revenue from educational events and memberships, and individual and corporate donations from our Board of Directors and external stakeholders.

What are CHI's future goals?

- (1) Increase the quantity and breadth of our research and education,
- (2) Continue to attract the best and brightest human talent and grow our team, and
- (3) Continue our journey to be the leading global platform for meaningful change in health equity.

Facing the Challenges that Lie Ahead

Dear Center For Healthcare Innovation Community,

Despite being another challenging year as the COVID-19 pandemic has continued to claim millions of lives worldwide, 2021 was also a year of hope. The FDA approved multiple vaccines, and millions of Americans have been vaccinated. Additionally, more Americans have recognized the severity of health disparities and systemic inequities that disproportionality plague communities of color. Authentic dialogue and renewed efforts to root out systemic health inequities have been beacons of hope in 2021.

We've also seen tremendous progress in building vaccine confidence in marginalized communities with historically low trust. The countless organizations, initiatives, and agencies using real-world evidence and vaccine safety data have led to a concerted, industry-wide effort to equitably vaccinate all Americans.

However, vaccine confidence still remains low in some communities of color around the country, which can be partially attributed to systemic inequities and lack of access to good information. The pandemic has highlighted the need for the industry to continue addressing the underlying causes of medical mistrust in communities of color to strengthen confidence and trust in our healthcare system. As COVID variants continue to emerge and many in the scientific community expect the virus to become endemic, everyone must double down in efforts to rebuild trust in communities of color.

The pandemic has highlighted many health disparities that impact communities of color who are disproportionately suffering from higher rates of diabetes, heart disease, maternal disparities, kidney disease, and respiratory illness, to name just a few. These stark health disparities have also called for a renewed push within the entire healthcare industry to attract, recruit, hire, and promote professionals of color. To solve and reduce health disparities, our healthcare workforce needs to become more diverse and better match the broader U.S. population. The industry has refocused efforts over the past 18 months to build a more inclusive and representative healthcare workforce - from entry-level talent to the C-suite. Doing so is the only way to continue to uproot the pervasive health inequities that impact millions of Americans.

The Center for Healthcare Innovation is energized and continues to be an industry thought leader through our education, research, events, mentoring initiatives, and collaboratives. This year we've led key programs exploring building vaccine confidence in communities of color to understand the root causes of disease-specific disparities. We've also led programs and initiatives to build a more diverse and inclusive workforce, including the Pathways to Success in Biopharma Summit and Career Expo to our Science Runway STEM mentoring program that is focused on young women.

As we look towards 2022 and beyond, The Center for Healthcare Innovation aims to be a leading global platform for meaningful change towards health equity. Our mission is to bring together experts and ideas from all over the world to improve healthcare for everyone. We are committed to advocating for vulnerable, at-risk, and underserved patients. We will continue to convene influential leaders, thinkers, and doers to make healthcare more equitable for all patients. Finally, we will be a leader in identifying and disseminating best practices to make healthcare more equitable for all.



Joseph Gaspero
CEO & Co-Founder



Julius Pryor III
Chair of the Board of Directors



Our Education

Our events bring a robust variety of influencers together into the same room to create collective impact.

COVID-19 and the LatinX Community

Thursday, January 7, 2021 | 11:00 AM CT

The COVID-19 pandemic continues to uncover health inequity concerns with the LatinX Community. Comprising over 18% of the U.S. population, the LatinX community is the largest racial/ethnic minority population in the U.S. However, with LatinXs comprising 34% of U.S. cases, the current systemic disparities in healthcare are once again magnified. Systemic inequities, including lack of access to care combined with front-line jobs, are among the top concerns of the LatinX communities affected by the pandemic. The CDC illustrates that LatinXs face a higher risk of susceptibility to the complications of COVID-19 due to pre-existing chronic medical conditions such as diabetes, cancer, and heart disease. Research published by Salud America! indicates members of the LatinX Community are three times as likely to get infected and be uninsured, and they are twice as likely to die from the virus than whites while having less access to testing kits. In one out of five LatinX households, at least one of its members has lost a job in the last two months, making members of the LatinX community the hardest hit by job losses. Furthermore, only 16.2% of Latinos have the opportunity of working from home. This webinar examines causes and solutions that have made the LatinX Community one of the most heavily impacted communities throughout the COVID-19 pandemic.

Watch the video



Dr. Andrés E. González, MEd.
Vice President, Chief Diversity Officer
Froedtert & Medical College of
Wisconsin



Dr. Jorge Caballero, MD
Co-founder & Medical Director,
Coders Against COVID



MODERATOR:
Stephen Morales, MBA
Senior Vice President, Marwood
Group



Dr. Marisela Marrero, MD
President at Good Samaritan Medical
Center -Steward Health Care



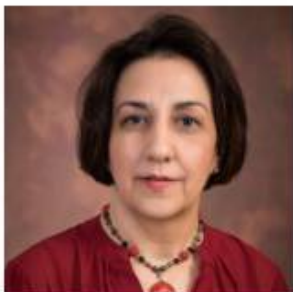
Dr. Pilar Ortega, MD
Founder & Immediate-Past President, Medical
Organization for Latino Advancement
Founder & President, National Association of
Medical Spanish

Building Diverse Boards and C-Suites in Healthcare

Wednesday, February 3, 2021 | 11:00 AM CT

In the wake of the COVID-19 pandemic disproportionately impacting African-Americans, followed by the rapidly shifting attitudes on racism and structural inequities, the U.S. healthcare ecosystem is at a unique point in history. As organizations commit to creating diverse and inclusive cultures, as well as supporting social justice initiatives, many are still struggling with internal inclusivity. Faced with internal and external pressures to join a growing movement committed to diversity in the workforce, there is increasing desire to address diversity in an area that is particularly alarming: Boardrooms and c-suites. In fact, a recent Urban Institute report indicated that 47% of all nonprofit hospital governing boards have zero racial or ethnic minorities, in spite of the fact that oft-cited studies such as the McKinsey Diversity Database directly point to a strong correlation between more diverse teams and overall financial performance. Moreover, demographics are shifting rapidly and profoundly in the U.S., and there is a widening gap between what leadership looks like at healthcare organizations and the patients they serve. This webinar is an in-depth discussion about why diversity at the top leadership levels of organizations is particularly important, as well as how to build diverse and inclusive boardrooms and c-suites that are more representative of the U.S. patients.

Watch the video



Dr. Neelum Aggarwal, MD
CHI Board of Directors

Chief Diversity Officer at American
Medical Women's Association
Associate Professor, Department of
Neurological Sciences at Rush
University Medical Center



MODERATOR:
Julius Pryor III

Chair of CHI Board of Directors
Senior Director, Cerner Government
Services



Ms. Carolynn L. Johnson, MBA
CEO at DiversityInc

African American End-Stage Renal Disease Health Disparities

Tuesday, February 16, 2021 | 1:00 PM CT

While health inequities for marginalized communities are not new by any means, the global COVID-19 pandemic has thrust health disparities and systemic health inequities to the forefront of the national health conversation. End-stage renal disease (ESRD) is one of the more alarming examples of racial health disparities in the nation. In 2016, nearly 125,000 people in the United States started treatment for ESRD, but more than 35% of all patients receiving dialysis treatment were African American. Moreover, according to the Centers for Disease Control and Prevention, African Americans are three times more likely to develop the disease. These differences in health outcomes are linked to a variety of clinical, socioeconomic, and cultural factors facing African-Americans. For example, diabetes is the leading cause of kidney failure in the U.S., and African-Americans are twice as likely to be diagnosed with diabetes than their white counterparts. Early research has indicated that those with diabetes are at an increased risk of contracting COVID-19, which has been proven to cause kidney damage in up to 30% of hospitalized patients in China and New York. As we continue to obtain data, it is essential to investigate the biological and sociological factors that exacerbate these health disparities in black communities. This webinar brings together leading clinical experts to discuss systemic inequities and social determinants of health that make communities of color more susceptible to kidney disease, as well as best practices to address these disparities.

Watch the video



Ms. LaVarne Burton, MS
President & Chief Executive Officer at
American Kidney Fund



Dr. Deidra Candice Crews, MD
Associate Vice Chair for Diversity and
Inclusion, Department of Medicine
Associate Professor of Medicine at
Johns Hopkins School of Medicine



MODERATOR:
Mr. Joseph Gaspero
CEO and Co-Founder of Center for
Healthcare Innovation



Ms. Wanda J. Harris, CMPE, MPA
President and CEO of OptumCare
Colorado, a part of United
Healthcare Group



Dr. Charlotte Jones-Burton, MD, MS
CHI Board of Directors
Vice President at Otsuka

Mental Health and African-American Veterans

Friday, March 12, 2021 | 1:00 PM CT

Mental health disparities impacting communities of color continue to be a growing concern. According to the Anxiety and Depression Association of America, Black Americans are “20% more likely to experience serious mental health problems than the general population”. However, these challenges are particularly profound for African American Veterans, who are often left to deal with their memories of combat, struggle with normalized institutional racism, and encounter difficulties accompanying attempts to seek help once returned home. The act of seeking treatment for common illnesses, which include everything from mild anxiety to schizophrenia, may in itself be a challenging process. Black veterans who seek mental health treatment may experience skepticism towards interventions, distrust in clinicians, fear of discriminatory treatment, and shame around the erroneous and false stigma about appearing ‘weak.’ In many cases, these attitudes are often justified. The lack of sensitivity training by many mental health professionals (86% of which are white, according to 2015 data from the American Psychological Association) is mainly responsible for the gaps in communication and cultural misunderstandings that arise between patients and practitioners. These dynamics can result in cases of misdiagnosis, unsatisfactory treatment plans, and experiences of discomfort that discourage future attempts to seek help. To make an already dire situation worse, the last several months have been particularly painful for the black community as police brutality and systemic racism constantly remind African Americans of the marginalization that threatens them daily. Some estimates indicate that the black community is subject to almost 30% of all police brutality cases, despite comprising only 13% of the U.S. population. These trends are set against the larger backdrop of mental health challenges facing African Americans, including trauma from the disproportionate impact of COVID-19 on the Black community. Their effects are magnified by widespread inaccessibility of mental health resources, conscious and unconscious biases in care delivery, and a lack of diversity among treatment providers. In this webinar, we bring together leading mental health experts to discuss how to address this growing area of concern.

Watch the video



MODERATOR:
Dr. Carlton Abner DNP, RN-BC
Dean of VA Innovative
Technology Advancement Lab
(VITAL) at Cerner Corporation



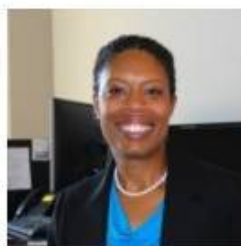
Mr. Danny Gladden
Director Of Behavioral Health
at Cerner Corporation



Dr. Mikal Rasheed, PhD
Embedded Clinical
Psychologist at USASOC



Dr. John Rekart, PhD
Senior Health Care Executive
at Cerner Corporation



Ms. Angela Tate
Mental Health Professional,
Leader, Therapist, Speaker,
Trainer

Virtual Education Series: Culturally-Competent Strategies to Address Vaccine Hesitancy in Communities of Color

May 4, 2021 - June 22, 2021

This 4-part education series provides an in-depth exploration of why vaccine hesitancy is prevalent in Communities of Color, the current challenges with COVID-19 vaccine administration in BIPOC communities, and proposed solutions that may be effective in addressing vaccine hesitancy. As the United States rolls out its COVID-19 immunization campaign, BIPOC communities continue to voice high levels of vaccine hesitancy. In fact, a 2020 Pew Research poll found that only 32% of Black Americans are likely to receive the COVID-19 vaccine. Moreover, 77% of Black Americans do not plan to or remain uncertain about receiving the COVID-19 vaccination. Similarly, 67% of Latinx Americans do not plan to or remain uncertain about receiving the COVID-19 vaccination. This is compared to 47% of White respondents who do not plan to or remain uncertain about receiving the vaccine. This initiative will bring together leading experts in vaccine hesitancy to focus on implementing evidence-based, culturally-competent strategies to increase vaccine uptake in vaccine-hesitant Communities of Color.

OBJECTIVES LIST:

1. Inform on the magnitude of vaccine hesitancy in Communities of Color.
2. Convene interdisciplinary, leading experts to disseminate evidence-based, culturally-competent strategies to minimize vaccine hesitancy.
3. Provide concrete solutions to address vaccine hesitancy in BIPOC communities.
4. Provide healthcare providers, community health leaders, public health practitioners, and health-equity devoted professionals with an opportunity to learn from leading experts.
5. Break down barriers between vaccine experts, public health leaders, and the general public by encouraging cross-sector collaboration, discussion, and information sharing.
6. Disseminate materials for mitigating vaccine hesitancy in BIPOC communities to leading experts and influential community members.

Understanding and Addressing Medical Mistrust in Communities of Color

Tuesday, May 4th | 11:00 AM CT

This webinar will focus on strategies towards building trust between medical professionals and Communities of Color. Due to historical determinants, Black Americans have lower overall trust in the American healthcare system. A 2020 Pew Research Study found that only 35% of Black Americans have “a great deal of confidence” in scientists to act in the public’s interest as compared to 43% of White Americans. Moreover, only 57% of Black Americans have “a mostly positive view of medical research scientists”, as compared to 67% of Latinx Americans and 68% of White Americans. Due to these findings, the historic determinants of deteriorated trust between the medical profession and Communities of Color will be discussed. This will include conversations about medical atrocities, systemic racism, and pervasive differences in treatment. Best-practices to improve trust between the medical profession and Communities of Color will follow. Furthermore, the discussion will include how to establish accountability structures to respond to and support concerns of BIPOC communities.

Watch the video



Dr. Meg Frazer, MD
Senior Director at Pfizer



Dr. Michael A. Rodriguez, MD, MPH
Professor, Vice Chair, Family
Medicine, UCLA



MODERATOR:
Mr. Joseph Gaspero
CEO and Co-Founder of Center for
Healthcare Innovation



Ms. Patricia Green, MSW, MSPR
Founder & Chief Strategist at The
Patricia Green Group
Vaccine Educator



Dr. Geraldine Luna, MD, MPH, MBA
Medical Director, COVID-19 Initiative at the
Chicago Department of Public Health
Executive Board Director of the Medical
Organization for Latino Advancement (MOLA)

Vaccine Distribution and Administration Strategies within Communities of Color

Tuesday, May 18th | 11:00 AM CT

This webinar will focus on equitable vaccine distribution and administration strategies within Communities of Color. Equitable distribution is essential given the high rates of infection in BIPOC communities. In fact, as of December 2020, Black Americans were 3x more likely than White Americans to get COVID-19 and 2x more likely to die from it. This webinar will highlight the importance of focusing on equitable vaccine information dissemination with culturally-competent, responsive messaging within Communities of Color. Furthermore, the discussion will focus on vaccine coverage, costs, and scheduling. The conversation will also highlight best practices for ensuring equitable COVID-19 vaccine administration. Finally, the conversation will highlight the importance of providing federal funding to support collecting data by race and ethnicity on vaccine trust, vaccine rates, and ongoing health outcomes.

Watch the video



Dr. Stefano M. Bertozzi, MD, PhD
Dean Emeritus and Professor of Health Policy & Management at UC Berkeley School of Public Health



Mr. Dru Bhattacharya, JD, MPH, LLM
Vice President, Diversity, Equity, & Inclusion at Advocate Aurora Health



MODERATOR:
Mr. Joseph Gaspero
CEO and Co-Founder of Center for Healthcare Innovation



Dr. Hani S. Mahmassani, PhD, MS
W. A. Patterson Distinguished Chair in Transportation, Northwestern's McCormick School of Engineering
Director, Transportation Center at Northwestern University



Dr. Knitasha V. Washington, DHA, MHA, FACHE
President & Founder, ATW Health Solutions
Board of Directors, National Quality Forum

Drug Development: Ensuring Representation in Clinical Trials

Tuesday, June 8th | 11:00 AM CT

This webinar will discuss clinical trials and Black and Brown communities. It is critical to educate BIPOC communities on this process because Americans of Color are less likely to enroll in randomized clinical trials for vaccines than White Americans. For example, The COVID-19 Prevention network found that 10% of the 350,000 registrants in the COVID-19 randomized controlled trials were Black or Latinx. Meanwhile, Black and Latinx individuals account for 31.9% of the United States population, according to 2019 United States Census data. This program will focus on conscious efforts to ensure BIPOC representation in clinical trials and what this means for the future of pharmaceutical innovation. Finally, the conversation will highlight trusted sources to find more information about vaccine safety, adverse reactions, and other facts related to the COVID-19 vaccine.

Watch the video



Dr. Neelum Aggarwal, MD
CHI Board of Directors

Chief Diversity Officer at American Medical Women's Association

Associate Professor, Department of Neurological Sciences at Rush University Medical Center



Dr. Chitra Edwin, PhD, RAC
CHI Board of Directors

Adjunct Professor of Pharmaceutical Sciences at the College of Pharmacy, University of Cincinnati

Senior Regulatory Affairs SME/ Analyst, Tunnell - supporting BARDA/ASPR/HHS, Tunnell Government Services, Inc.



Ms. Ricki Fairley
CHI Board of Directors

Chief Executive Officer at Touch, The Black Breast Cancer Alliance



Dr. Jeff Sherman, MD
Chief Medical Officer and Executive Vice President at Horizon Therapeutics plc

Ensuring Representation in Healthcare: Increasing Racial Diversity among Healthcare Professionals

Tuesday, June 22 | 11:00 AM CT

This webinar will highlight the importance of ensuring healthcare providers are representative of United States demographics. Most qualitative studies suggest that BIPOC respondents prefer a provider of a similar "racial, ethnic and/or cultural background, and/or thought some diseases were better treated by a provider of the same racial, ethnic, and/or cultural background." This conversation will underpin the importance of patient-clinician racial concordance as a way to improve communication, shared decision-making, patient comprehension, and overall health outcomes and quality. The conversation will discuss ways to increase and retain underrepresented populations in nursing, medical, and dental training programs. Finally, the conversation will highlight strategies to increase overall BIPOC representation in the workforce. Strategies discussed will include financial/academic support, ensuring board diversity, cultural competency training, and employee resource groups for BIPOC and other underrepresented populations in the workforce.

Watch the video



MODERATOR:
Ms. Simintha Esson, MA
Chief Strategy Officer at the Heart Rhythm Society



Dr. LaShawn McIver, MD, MPH
Director, Office of Minority Health at
Centers for Medicare & Medicaid
Services



Dr. Pilar Ortega, MD
Founder & Immediate-Past President,
Medical Organization for Latino
Advancement

Founder & President, National
Association of Medical Spanish



Dr. Chad Womack, Ph.D.
Senior director of STEM Initiatives and the
HBCU Innovation, Commercialization and
Entrepreneurship (ICE) at UNCF

Pathways to Success in Biopharma Virtual Graduate Summit and Career Expo

PhRMA graduate summit and career expo

In October, undergraduate and graduate students, postdoctoral trainees, faculty, member companies and other community partners came together over two days for our first-ever graduate summit and career expo, **Pathways to Success in Biopharma**.



608

ATTENDEES



224

SCHOOLS REPRESENTED

367

RESUMES DISTRIBUTED TO MEMBER COMPANIES

from participants looking for opportunities in the biopharmaceutical industry across research, technology, legal, business, marketing and accounting.

5

EXPERT PANELS

13

COMPANY
BREAKOUT ROOMS

15

VIRTUAL BOOTHS WITH
INDUSTRY EXPERTS

125,962

SUMMIT VIDEO VIEWS ON
YOUTUBE

00:41
AVERAGE WATCH TIME



18,362

EVENT PAGE VISITS



Many talented students look forward to a career that can change lives within the biopharmaceutical industry. As part of PhRMA's Equity Initiative, we're excited to offer more events like this and continue the critical work of building a workforce that better reflects the diversity of the United States. Follow along for more updates and sign up for our newsletter at PhRMA.org/equity.



Addressing Gender Disparities in Healthcare and STEM

The Science Runway



Introduction

The Science Runway is a national mentorship and educational program that encourages, inspires, and mentors girls interested in STEM and healthcare-related fields. The Science Runway is a curated collection of personal stories of women who have inspiring careers in the STEM and healthcare fields and a mentorship program designed to inspire girls by showcasing the multitude of careers possible with a scientific foundation through mentoring sessions. The program welcomes girls from all backgrounds to participate and strongly encourages the participation of females from underrepresented backgrounds and minorities. The Science Runway aims to address gender disparities in STEM and healthcare-related fields by inspiring, encouraging, and mentoring girls to reach their full potential and follow their passion and excitement for science. In addition, we aim to incorporate diversity, equity, and inclusion themes into our programming to uniquely address barriers for BIPOC girls.

More info can be seen at thesciencerunway.org.

Sex and Gender-Based Medical Education Summer Program

The Science Runway Sex and Gender-based Medical Education is a 6-week program to enhance the potential of high school students to learn about sex and gender considerations in medical diseases and healthcare considerations. The course welcomed senior executives and physician healthcare leaders as guest lecturers throughout the six week course on a variety of topics :

- Cognitive Health/Alzheimer's Disease
- Cardiovascular
- Cerebrovascular Disease
- Pain Perception
- Mental Health/Depression

The Science Runway



Virtual Mentor Sessions

The Science Runway expanded its virtual sessions during the 2021 calendar year. Mentoring sessions are conducted monthly with Science Runway partner schools. During the 2021 year, the Science Runway:

- Conducted mentor sessions with 5 schools in our partner school network
- Conducted 22 virtual sessions
- Had 260 mentees participate in virtual sessions
- Had 25 different mentors participate in virtual sessions

Updated Virtual Platform

The updated thesciencerunway.org features a robust new digital learning library that features inspiring videos from female mentors where mentees and young women can select role models from a distinguished group of mentors. Also, users can view video interviews, profile interviews, and other helpful learning materials. When applicable, the digital learning library features and showcases LatinX role model videos in both English and Spanish.



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Education for Underserved Patients

Healthy Aurora



Healthy Aurora is a collaborative, community-wide education and outreach effort designed to increase health literacy, education, and awareness for all Aurorans. Our goal is to improve wellness by increasing literacy about health and healthcare options. Healthy Aurora provides easy-to-understand information about healthcare options, raises awareness of the importance of scheduling annual wellness and preventative exams. It also assists patients in building relationships with their doctors, demystifies healthcare options, and provides resources to help Aurorans understand and seek available insurance and coverage. Please visit healthyaurora.org for more information.





Other Projects & Collaboratives

Black Breast Cancer & Barriers to Clinical Trials Research



The overall goal is to change how the breast cancer ecosystem engages Black women regarding Black Breast Cancer and clinical trial research. We strive towards health equity for Black women diagnosed with or at risk for breast cancer, and also to get Black women the best breast cancer care. By conducting a rigorous research project, we will learn from developing targeted strategies to educate Black women to encourage and motivate clinical trial participation. This education will also address the need to foster better relationships with the medical community to favorably impact a genuine understanding of our unique breast cancer risks, screening recommendations, and the actionable steps Black women can take to achieve better health outcomes.

TOUCH, The Black Breast Cancer Alliance is collaborating with a stellar group of partners to do this vital work: Breastcancer.org, Citizen, Center for Healthcare Innovation, Equify Health, Morehouse School of Medicine and Susan G. Komen. Together, we aspire to uncover the most compelling messaging to educate and motivate clinical trial participation, and launch a robust marketing campaign. We hope to create the largest cohort of longitudinal clinical and patient-reported and genomic data of Black Breast Cancer patients in the US to serve as a databank for research. Our plan also calls for a provocative intervention to empower providers to communicate with Black patients more effectively.

Consortium On Diversity & Equity (CODE)

The Consortium On Diversity & Equity (CODE) is a new CHI initiative focused exclusively on challenges and opportunities related to diversity, equity, and inclusion for the global biotechnology and pharmaceutical sectors. Integration with four pillars: (i) workforce, (ii) workplace, (iii) clinical trials and (iv) marketplace. The mission is to facilitate the global biopharmaceutical industry as an exemplar for diverse, equitable, and inclusive business best practices that address social determinants of health and improve healthcare outcomes. The vision is to become a leading international resource for the biotechnology and pharmaceutical sectors to promote diversity, equity and inclusion in the workforce, workplace, clinical trials, and marketplace. One key overriding goal is achieving diversity, equity, and parity globally regardless of disability, ethnicity, gender, race, religion, sexual orientation, socioeconomic status, and veteran status.

OUR IMPACT



60⁺

Events Around the
Country Since 2011

4,400⁺

Total Event Attendees

15,000⁺

Monthly Digital Impressions

5,000⁺

Recipients of
Research Reports

500⁺

Girls Served by
Mentoring Sessions
via Science Runway

93%

Satisfied with the
Events

*Rated "excellent" or "very good"

3,000⁺

Social Media Followers

OUR IMPACT

Chronic Diseases Disproportionately Impact the Most Underserved Patient Groups

We've convened over 1,000 C-Suite and senior executives from the provider, pharma, payer, patient and other healthcare sectors to share new ideas around reducing barriers to care and addressing social determinants of health.

African Americans and Latinx individuals Represent 13% and 18% of the U.S. Population but only 5% and 3% of Clinical Trial Participants Respectively

CHI has led symposia and conferences focusing on diversity and clinical trials since 2011, and we've brought together over leading 700 clinical trial and diversity experts to share ideas and learn .

Women Represent 47% of the U.S Workforce but Only 24% of the STEM Workforce

Since 2016, CHI has worked to address this disparity through mentoring, energizing, and inspiring young women to explore their interests in STEM and enter STEM careers.

Black & Brown Physicians Comprise Only 10% of All Physicians in the US

We've compiled research and organized programs on the importance of building a diverse and inclusive healthcare workforce that is more representative of patients.



SUPPORTING INNOVATION

CHI offers our deepest gratitude to all the generous supporters who assist our efforts to make the world a healthier place through communication, education, training, symposia, reports, and research. We would like to give special thanks for the support, donations, gifts, and resources made by the following supporters:

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Abbott
AbbVie
Advocate Aurora Health Care
Amazon
American Medical Association
Astellas
AstraZeneca
Baxter
Cardinal Health
Cempa Community Care
Cerner
Daichii Sankyo
Delta Denta Foundation of Illinois
Dunham Foundation

Edelman
Genentech
Gilead Sciences
Horizon Therapeutics
Kaiser Permanente
Merck
Northwestern Medicine
Novo Nordisk
Otsuka
PhRMA
Rush University Medical Center
Takeda
University of Chicago Medicine
VNA Healthcare
WeWork

MEMBERS



Our CHI Team



BOARD OF DIRECTORS

- Mr. Julius Pryor III (Chair)**, Senior Director of Government Services, Cerner
Dr. Thomas Summerfelt (Vice Chair), PhD, Vice President of Research, Feeding America
Dr. James Gillespie (President), PhD, JD, MPA, President & Co-Founder, CHI
Dr. Neelum Aggarwal, MD, Chief Diversity Officer, American Medical Women's Association; Associate Professor, Department of Neurological Sciences, Rush University
Mr. Guillermo Amezcua, MBA, Area Vice President, Marketing and National Account Sales at Baxter International
Dr. Cheryl Beal Anderson, PharmD, MBA, VP, Global Regulatory Affairs & Quality, Upsher-Smith Laboratories
Dr. Benée Brown, PharmD, Associate Director, Medical Science Liaison, Boehringer Ingelheim
Dr. Ronald L. Copeland, MD, Senior Vice President & Chief Diversity and Inclusion Officer, Kaiser Permanente
Ms. Erickajoy Daniels, MS, Senior Vice President of Diversity & Inclusion, Advocate Aurora Health
Dr. Chitra Edwin, PhD, Senior Regulatory Affairs SME/ Analyst, Tunnell - supporting BARDA/ASPR/HHS, Tunnell Government Services, Inc.
Ms. Simintha Esson, MA, Chief Development Officer, Council of Chief State School Officers
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